

Develop Israel
with
Israel Bonds

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Keep Your Eyes Open
Beware of Imitations
Insist on Globus GENUINE REFILL
GLOBUS

Black to Cairo Today to Settle Smouha Dispute

WASHINGTON (Reuter). — The President of the World Bank, Mr. Eugene Black, is flying to Cairo on Friday (today) to try to reach a prompt settlement of the Anglo-Egyptian financial agreement, it was announced here on Thursday.

The agreement was initialed several weeks ago but has yet to be signed.

Mr. Black's mediation helped bring about the agreement ending financial differences between Britain and Egypt arising from the 1956 Suez conflict.

The agreement was initialed on January 17 and was to have been signed formally within a few days. But it has been held up since because of a dispute over the amount of compensation to be paid for property in Egypt owned by the Smouha family before 1956.

Egypt listed the property as agricultural land, valued at \$100. But Britain insists it is urban land, worth more than 10 times as much.

Commenting on the Black mission, a Foreign Office spokesman said in London that the Economic Secretary to the Treasury, Mr. F.J. Erol, is standing by to sign the financial agreement as soon as signature can take place.

Israel Getting \$5m. Development Loan

By JEROME ZEL LURIE,
Jerusalem Post Correspondent
WASHINGTON. — A \$5m. loan to Israel will be announced here on Friday (today) by the International Control Commission administration. This brings the total of American aid to Israel this year to almost \$52m., or \$13m. less than last year, not taking into account last year's Export-Import Bank loan which would make the difference appear much greater.

The reductions come under two headings, and neither of them are final. The development loan to Israel decreased from \$18m. to \$13m. chiefly because Congress authorized a total of \$10m. under the funding cut appropriations only \$40m. A deficiency appropriation of \$22m. is now before Congress and if it is passed, Israel has good chances of borrowing another \$10m.

The surplus food agreement was reduced by \$1m. to less than \$5m. from last year's figure of \$41m. The law for disposing of surplus food, however, makes special provision for drought and famine relief. Israeli officials have informally told the State Department that as soon as the fall rains come the agency's drought will be known, a request will be made for another surplus food agreement.

MRS. MEIR AT N.Y.
ISRAEL BONDS RALLY
NEW YORK (INA). — Foreign Minister Golda Meir on Thursday attended a meeting in Brooklyn of 500 Israel Bond drive leaders who purchased \$400,000 worth of Bonds in her honour.

Moroccan King Brings Frenchman to Freedom

BASTIA, Corsica (UPI). — King Mohammed V of Morocco on Thursday brought a most unusual peace-offering along on a friendly visit to French soil — a live French soldier captured by guerrillas during Morocco's struggle for liberation.

It was a total surprise when King Mohammed's plane landed. He brought the young soldier out of the plane and told the waiting crowd:

"Gentlemen, here is Warrent Officer Cacciaguerra."

In the crowd was the young soldier's mother. She burst into tears. The rest of the crowd went wild.

W/O Ignace Cacciaguerra was captured in February, 1957, by guerrillas of the Moroccan National Army fighting the French.

In Paris, French officials welcomed his release.

SOVIET WARNING TO PAKISTAN

MOSCOW (Reuter). — The Soviet Union has warned Pakistan that she will have to bear all the consequences of making her territory a foreign military base, according to a Government statement issued on Thursday by Tass.

Arabs Urge E Bloc
To Curb Emigration

CAIRO (Reuter). — The Secretary General of the Arab League, Abdul Khalil Hasouna, on Thursday conferred with the Romanian, Hungarian and Polish envoys here on the migration of Jews from their countries to Israel.

The envoys denied reports concerning the migration and said they were "exaggerated by the Israeli Government for propaganda purposes."

Beirut Radio reported on Thursday that the Arab League has summoned all members to an emergency meeting in Cairo next week to discuss Israel immigration. The meeting is to take place at "the highest possible level."

The League Council was originally scheduled to hold its next ordinary session in Cairo on March 12.

On Tuesday, U.A.R. Foreign Minister Mahmoud Fawzi announced that the U.A.R. would "tackle" the problem of the migration of Jews from Eastern Europe to Israel through official channels.

The need for issuing strict orders to U.A.R. forces not to open fire was also emphasized by several members of the Security Council at the Council's special session last month.

"Al Yom" on Thursday said Russia, that if she allowed the Jewish exodus, she would be committing an unforgivable crime against the Arabs, for Israel's aim in "increasing her population beyond her capacity" was "territorial expansion at the Arabs' expense."

UK SUPPLYING ARMS TO IRAQ

LONDON (Reuter). — Britain has met several requests for arms by the Iraqi Government of General Karim Kassem since it came to power, a Foreign Office spokesman said on Thursday.

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Social & Personal

President Ben-Zvi on Thursday received the Director-General of the Swiss Broadcasting Services, Mr. Oskar Rydbeck, who was accompanied by the Director of the Israel Broadcasting Service, Mr. Zvi Binder.

M. Emile Biagi, the Swiss Ambassador, on Thursday visited the ORT Vocational High School in the Yed Eliahu quarter of Tel Aviv.

The Austrian Minister and Mrs. E. Loesnay, the Austrian Consul in Haifa, Dr. L. Gottschall, and the Commercial Attaché, Mr. H. C. Katz, were yesterday the guests of Mayor Abu Khushay, of Mr. Hans Moller, of the Aita Service, and of Dr. Paul Hecht at the Dagon villa.

The Governor of Israel, Mr. David Horowitz, on Thursday received Commander Sir Stephen King-Hall, with whom he had a long talk.

Dr. S. Teitel, of St. Gallen, President of the Swiss Friends of the Hebrew University, was the guest of honour yesterday at a luncheon given by the President of the University, Professor B. Mazar.

A group of Hadassah members from the U.S. visited the Hebrew University yesterday and were received by the Administrator, Mr. Y. Aran.

INDIAN VISITOR BUYS IMMIGRATION BONDS

A farewell purchase of IL100 of Immigration Loan bonds has been made by Dr. O. Gupta, one of the leaders of the Bhodan movement for land distribution in India, who participated in the recent All-Asian Seminar on Cooperation, of which the Hebrew University was one of the sponsors.

Dr. Gupta spent his last week in Israel at the Hebrew University, attending the lectures of Dr. H. Infield, visiting Professor of Cooperation, who was also the Director of Studies at the Seminar, and some of whose works have undertaken to translate into Hindi.

At the end of the week Dr. Gupta had a long meeting with the Prime Minister, Mr. David Ben-Gurion. Before his departure he contributed his remaining funds to the Immigration Loan, stating that although he was a man of very modest means, Israel needed the money more than he does.

s.s. Haifa Returning From 2-Year Charter

HAIFA. — The Zim tanker s.s. Haifa will return in April on the completion of a two-year charter with the Shell Company under which, for over two years, she has been carrying petroleum from Venezuela to Britain. The Haifa's next assignment will be to carry three loads of oil from Venezuela to Haifa for the Delfi Fuel Corporation, of which the Hebrew University was one of the sponsors.

The ship's crew have collected \$200 for child polio sufferers. The money will be handed over to Haifa on her return to Haifa.

UAR to Get \$74,000 To Fight Trachoma

UNITED NATIONS (Reuter). — The Executive Director of the United Nations Children's Fund (UNICEF), Mr. Maurice Pate, on Wednesday announced giving further assistance totaling \$74,000 to the U.A.R. for the control of trachoma and related eye diseases.

The Fund previously provided \$10,000 for a pilot project for trachoma in the Zalabia area, north of Cairo.

ARGENTINE SPEAKER TO VISIT ISRAEL

JUENOS AIRES (APF). — The President of the Argentine Chamber of Deputies, Professor Frederico Monjarras, has accepted an invitation to visit Israel which was officially extended to him when he received the Israeli Ambassador, Mr. Arieh Lovavi, on Wednesday.

LYDDA FLIGHTS

FRIDAY

DEPARTURES: Cyprus Airways, Tel Aviv, Haifa, Tel Aviv, and London at 0600; Tel Aviv to Rome and Munich at 0800; Olympic Airways 081 to Athens, Rome, Paris and London at 0800; Tel Aviv to Paris, Amsterdam, Frankfurt, Zurich, Rome and Athens at 1600.

SATURDAY

ARRIVALS: Atlanta 0800 from New York; Tel Aviv from Paris and London at 0600; Tel Aviv to Rome and Munich at 0800; Cyprus Airways 081 from London, Zurich, Athens and Rhodes at 0800; Tel Aviv to Paris, Amsterdam, Frankfurt, Zurich, Rome and Athens at 1600. (Sunday).

TEL AVIV

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ARRIVED: Tel Aviv, 0800 from New York; Tel Aviv from Paris and London at 0600; Cyprus Airways 081 from London, Zurich, Athens and Rhodes at 0800; Tel Aviv to Paris, Amsterdam, Frankfurt, Zurich, Rome and Athens at 1600. (Sunday).

THURSDAY

ARRIVED: Tel Aviv, 0800 from New York; Tel Aviv from Paris and London at 0600; Cyprus Airways 081 from London, Zurich, Athens and Rhodes at 0800; Tel Aviv to Paris, Amsterdam, Frankfurt, Zurich, Rome and Athens at 1600. (Sunday).

FRIDAY

ARRIVED: Tel Aviv, 0800 from New York; Tel Aviv from Paris and

Misgivings Over U.N.

WHEN Israel again appealed to the U.N. Security Council after the Syrians murdered yet another Israeli shepherd some weeks ago, many political observers had misgivings about this reaction. These misgivings were reinforced when the Security Council convened, heard the complaint, but failed to take any action. Instead, several speakers in the debate, and particularly the representative of the U.S., raised the question of Israel's refusal to participate in the sessions of the Israel-Syrian Armistice Commission.

As Israel explained the reason for her refusal, pointing out that calm along the borders depended not on attending negotiations but on Syrian abstention from acts of aggression across the border, U.N. Secretary-General Dag Hammarskjöld initiated an exchange of letters between himself and Prime Minister Ben-Gurion.

The contents of this exchange were not made public, but it was soon reported that Mr. Hammarskjöld was discussed by Prime Minister Ben-Gurion and UNTOB Chief of Staff General Von Horn.

SEVERAL CLASHES occurred on Israel's southern borders as Army patrols intercepted several groups of infiltrators in a growing number of incursions from Gaza and Sinai.

SNOW FELL as far south as the Central Negev and many came down with colds and flu.

THE LIBERIAN EMBASSY moved from Jerusalem to Tel Aviv, reportedly under U.S. pressure.

STEPS TO COUNTER THE ARAB CAMPAIGN against mass immigration were being contemplated in Jerusalem.

THE DISPUTE OVER PERFORMING OPERAS continued between the National Opera and the Israel Philharmonic Orchestra.

A DROP IN THE CRIME RATE was reported by the Police.

There was some unseasonable winter weather in Israel 10 years ago, when snow fell in the northern half of the country as late as April. In December 1956, Israeli troops then occupying the Sinaï peninsula witnessed snow on Mount Sinai and two years ago, in February 1957, all traffic stopped in Jerusalem as the Capital lay under a virtual snow-siege. During those two days icy roads claimed over 80 injured among those who slipped and fell.

This year the snow also covered several Beduin camps in the Negev, inflicting further hardship on those already hard-hit by the drought. It had been planned to move some of the Beduin flocks to the North for winter pasture. However, this week it was established that there was enough grass in the valleys and that the flocks were already too weak to reach those grazing areas that lay higher. Thus the Beduin will have to sell at least part of their flocks to finance the purchase of fodder for the road communications and the intramontane plains.

Political Agitation

IN recent years Aden, especially the Colony, has been the scene of much political agitation, particularly in the form of provocative Egyptian and Syrian broadcasts addressed to the "Arab South" combined with the increasing pressure of armed and persistent raids from Yemeni territory to the north and east. The improvement in air and road communications and

of Arabs for centuries.

The British authorities in Aden, though they do not administer the Protectorates directly, have a British Agent in each of them, assisted by tribal Advisers. The tribes notwithstanding their own chiefs, but their position is subject to confirmation by the British Governor of the Colony. Not all the chiefs have complete control over their people, but since 1943 the authority of most of them has been greatly reduced by the introduction of simple administrative machinery.

In the whole of the Western

Protectorate, problems of security are taken care of by the Government Guards, with a strength of about 225 officers and men. The law courts are of two kinds - Shar'a tribunals which administer Koranic Law, and common courts which try cases outside its

Economic Considerations

THE formation of last week's union was not prompted solely by political and strategic considerations.

The exceptionally harsh economic conditions imposed on the territory by its geo-

graphical and climatic features

have hampered its political progress. Geography and climate are also responsible for the division of the Protectorate - Western and Eastern - into 23 "States" and confederations, the chiefs of each of which are in treaty with the British Government.

"Who is an Aden?"

ONE of the more tangled

issues between the nationalists and the British Government was: Who is an Aden? The

authorities decreed that no member of the Assembly be elected if he was not just 11 of them as the law provided. They also staged some poorly attended

demonstrations (see illustration).

At the outset, plans were made for two separate federations, one for the Eastern and one for the Western Protectorate. These plans accepted in principle by most of the chiefs concerned, but differences from the Yemen delayed their implementation. What they achieved last week, therefore, marks only partial progress, and further such federations can be expected.

The Colony

IT is from the Aden Colony,

however, that Britain's difficulties in the territory mostly arise. Its relatively high rate of literacy and the higher standard of living have led to more intense political consciousness and some support for the dominant trends of Arab nationalism and "anti-imperialism."

When elections to the newly-created Legislative Assembly were held in January, the more conscious inhabitants of the Colony - with an area of about 200 square kilometres

and a population of about 140,000 - declared a boycott and a general strike; they demanded that all 22 members of the Assembly be elected, and not just 11 of them as the law provided.

They also staged some poorly attended

demonstrations (see illustration).

You who aspire my death

You should die on the spot.

THE JERUSALEM POST

The Middle East Scene

WEEK-END EDITION

By Amnon Barzil

NEW ROLE FOR ADEN



Aden "demonstration." Placard with Nasser's portrait quotes him as saying "Imperialism is fighting its last battle in Aden." A call for boycotting the elections comes from "The blood of the martyrs." At right is picture taken during a riot in Aden. The photographs appeared in the Egyptian press.

the steady spread of elementary education, which the British Agents are trying to raise to the standard of primary schools in the Aden Colony, is also helping to dissipate the isolation that has characterized this corner

The Western Aden Protectorate comprises 15 such principalities and occupies an important strategic position.

Unlike the Eastern Protectorate, the greater part of which consists of desert and barren mountains cut by

BUDDHA in GALILEE

Burman Colony Works Hard at Ayelet Hashabat

By David Slay

A STATUE of Buddha stands on the windowsill of Major Then Shwe's room at Ayelet Hashabat and contemplated in detachment the snow-capped slopes of the Hermon. It was a bright and crisp Saturday morning. The weatherman had predicted frost in Galilee, and the statuette must have been meditating on the strange fate that had exiled it to this cold and distant land.

But the visitors, the young men and women from Burma who had taken up their abodes in a year's apprenticeship in a cooperative settlement in Israel prior to undertaking similar projects in their own country, were shivering. They had come to this country dressed in summer clothes, but they would not stand in the cold troubled them — even indoors where Buddha's sanctity commanded that they remove their shoes and walk in their bare feet on the cold concrete floor. The members of the kibbutz had agreed to go into a huddle round up mats of rags and, rushes, spread them in two layers on the floor, light stoves and hint to the women and the children, as delicately as they could, that they would be less cold if they resorted to undress.

The Major's graceful wife gilded into the room and out again so softly that we hardly noticed. A child hugged Then Shwe's knees and murmured a request. One hand patted his head, picked him up in his arms, handed him over to the girl from the nursery, and, smiling broadly, strode with them to the children's house as naturally as if he had been born in the kibbutz.

When he returned, he stretched out on a travelling trunk and started talking softly and slowly. Burma was a large country with many problems. She had never known tranquility since she became independent. His family and those of other officers and men — we were about to complete our course service — some 30 men, women and children in all — had come to the kibbutz and moshavim at Ayelet, Kfar Hittim, Kfar Hess and Kfar Yehudah to see for themselves the life of Israel's kibbutzim and moshavim, to gain acquaintance with our settlements' problems, to establish their strong and weak points and to adapt some of their principles to Burma's ambitious settlement plans.

Patriotic Fighters

As in Israel, explained the Major, Burma's patriotic fighters had formed the backbone of her independent army. Now they had grown old and set up families, and the time had come for them to leave the army. The best way of assuring their future and the country's security was to settle them on the land. This was what the settlers wanted to do.

Then Shwe evaded my question about how many soldiers were being discharged, but it was clear there were tens of thousands of them. No less than 400,000 dumas were being earmarked for these settlement schemes, and 8,000 had already been picked out as the site of the first three villages, where 700 families were going to settle.

We wondered whether Israeli concepts could be adapted to Burma, whether the human material at the present stage could adjust itself to such a bold experiment. "Why not?" answered the Major. "This was why we chose to start with young men and women to

organised social life, have become tied to each other during their stay in the army. Besides, they are young, and the sense of pensants."

Perhaps the Major could have given a fuller answer if we got the impression that army discipline would play a role in the new settlement scheme. Neither of us mentioned Nahal once during our entire conversation, but the concept seemed to be present throughout. Outwardly, the Major had tried to teach Hebrew quickly. It was a difficult situation, a dozen Burmans trying to get across to hundreds of radically different people with whom they did not even have a language in common. But he had found a way, simple and original, both effective. They attend all the kibbutz meetings even though they understand little of the debate; they come to all the film shows and the parties. They eat in the communal dining hall of course, and their children are in the children's houses. The members are regularly assigned to kibbutz work along with Israel women. In the evening they all get together and the highest-ranking officer reads a newspaper aloud. Then they discuss the day's events and exchange impressions.

God in Heart

We wondered how the visitors were able to observe religious rites in Israel. There was no problem about that, answered the Major: God is in man's heart, and Buddhists can pray wherever there is a statue of Buddha — pagodas are monasteries rather than temples.

Capacity for Work

For a group of Burmans warming themselves in the winter sun, we made for the houses of some of the members of Ayelet Hashabat who have had something to do with the visitors.

At Kfar Hittim, discussing the absorption of another group, Tambwe said: "They make no demands whatsoever, make do with very little, have a tre-



Sign language comes to the rescue where English and Hebrew fall. (Burman girls) discuss technical problems with members of Ayelet Hashabat. Photo by Braun

mendous capacity for work, and display an open mind and acute perception about everything they learn to learn."

At Ayelet Hashabat, Dov and Nehemias had a very real problem on their hands. "The trouble is they never complain, so we never know what they need. They will shiver and say they're warm, then disappear for rice and keep silent about it, when it was explained to them that the kibbutz did not work on the Sabbath his only concern was who fed the chickens that day.

The visitors do not rest much in their leisure hours. They study Hebrew, kibbutz organization and the history of Zionist settlement assiduously and regularly, and in addition they have made it a point to visit many of the members of the kibbutz in their rooms, making friends and building up excellent human relations.

Hard Workers

The sardine whose job it is to assign members to their daily work had a similar reaction. "They do not look around but that of a few days' class of work, get up earlier than they have to, when they ran into each other, they bowed and said 'Shalom, Shalom!'

Higher Education Unevenly Divided

By Alisa Levenberg

IN 1957 there were 94,000 boys and girls between the ages of 14 and 17 in Israel, constituting 8.7 per cent of the total population of the country, according to official statistics. Figures released by the Ministry of Labour predict that this percentage will grow considerably in the next few years. In fact, the prognosis is that the adolescent group in Israel will constitute a per cent in 1967, provided immigration is somewhere around 35,000 a year.

The social stratification of the new immigrants must be borne in mind when the Government envisages reforms and innovations in its educational system. When the State was established, it was still necessary for the top-heavy pyramid to be inverted and re-training for white-collar workers to become manual workers above all farmers was still great.

Changing Demands

Since then mass immigration with its almost complete absence of intellectuals and trained persons has contributed to a changed attitude, and the tendency has been increased by the demands of a State administration on the one hand and the development of techniques and science on the other. The new possibilities that opened before the young citizens led to a preference for higher learning and deep concern on the part of those who maintain that the time for pioneering in the traditional sense is not yet over and that the country requires young men and women to

settle the border areas and redeem the wasteland.

With the stepping up of an immigration that will give the country intellectuals and qualified workers, the situation is again changing. There might be room for the assumption that parents' desire for academic training should at this moment not be encouraged too much, so as to prevent an accumulation of such workers above the actual requirements of our economy.

But any such trend would have other consequences, far from desirable in Israel. The emphasis on education, schemes and the allocation of funds for scholarships either for academic high schools and institutes of higher learning would not deter the children of the settled citizens from this form of education; it would only doubtless reduce the percentage of children from Oriental communities and from the social strata where the means for high school and university training cannot be found.

At present only 41,000 out of Israel's 94,000 adolescents get post-primary education in one form or another. Fifteen per cent of these pupils are of European parentage, and only 15 per cent are newcomers' children. This fact may easily be explained by the fact of adjustment which many of the teenagers of today had some years ago when they arrived in Israel.

The Compulsory Education Law is implemented almost completely in Israel. Nevertheless, only 22 per cent of all

children graduating from secondary school, i.e., completing tenth grade, receive an Oriental education, while their proportion of the total adolescent population of Israel was 83 per cent at the time of the survey. It is interesting that scholastic achievement — irrespective of the causes contributing to it, social environment, psychological, etc. — is

in fact, while 20% of all children of families of European origin received "very good" or "good" in elementary schools, only 17 per cent of all Oriental children did so.

There are over 100,000 Oriental children in Israel, and 24 per cent are Sabras, while only 16 per cent are Oriental parents.

It is natural that these results are further studies considerably. Even if social conditions are not allowed to interfere with the career of these children, their failure to obtain satisfactory grades would hamper their further advance. As it is only 7.7 per cent of all students in the top classes of high school are in the Oriental strata, while the corresponding figure for the Hebrew University is 8.3 per cent in the first year, and for the Technion 2.5 per cent.

The explanations given for these facts are varied, but no doubt exists that social and environmental factors play a decisive part. Attempts to open secondary B courses to help Oriental children catch up are still in the experimental stage and depend to a large extent on the ability of the teachers and their guidance in this specialized work. The addition of another year of secondary school will level out differences while theoretically meeting the demands has the obvious disadvantage of adding on another year of studies and postponing even further the date when the student becomes economically independent.

Scholastic Statistics

It would be most instructive if statistics were made available reflecting the difference in the scholastic achievements of Oriental children born and educated in Israel and of those who immigrated here. Such a search might be valuable in assessing the possibilities and in pointing the way towards the choice of methods that would iron out discrepancies.

It seems as if a suitable programme of studies can be drafted when the various ethnic groups merge and create their own new pattern. With mass immigration from East European countries putting the stress on other issues, it would perhaps not be amiss to bear this particular aspect of Israel education in mind. If all the population be divided into hewers of wood and drawers of water on the one hand, and "intellectuals" and managerial personnel on the other hand, with the criterion of division ethnic affiliation, more than temporary unemployment and economic difficulties are in store for Israel. The nation itself will be endangered.

LATTER-DAY LIBERALS

I found them among journalists in Washington and professors at Harvard. Again, they seemed more thoughtful and more deeply analytical than the average intellectual in the Labour Party. No country, surely, has ever examined itself with such anguish, honesty and clear perception as modern America. Books like "The Organization Man" and "The Crowd" have been near best-sellers for some time, and the preoccupation of many liberal intellectuals seems to be analytical rather than immediate political. The Democratic landslide in the Congressional

elections gave satisfaction: civil rights must be fought for; Communism must be repelled. But the real task, they seem to feel, is to alter the whole direction in which American society is travelling. Yet among samples of these groups I found none of the disgust with their own country which is felt by more conservative and directly creative intellectuals.

The White Horse Tavern in Greenwich Village is a mixture of English pub, American bar and Paris cafe. Coming through the door for the first time, the visitor is acquainted with other Bohemians, rather than between degrees of class, money or even fame.

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Economic News from Abroad

Pulling Out of Iraq
The Iraqi Petroleum Company, controlled by the new regime in Iraq, has reached a new agreement with the Baghdad government under which it has to increase oil output from the present 34,000 tons a year to 57,000,000 by 1961. This will involve increased use of the pipelines through Syria, and also more shipments in supertankers through the Persian Gulf, for which a new jetty is being built.

THE JERUSALEM POST

Friday, February 20, 1958

THE EXPORT DRIVE — Being worked at the Ministry of Commerce and Industry should be considered against the export drive.

In 1957 our visible exports amounted to \$115m., in 1957 they reached a figure of \$120m. For 1958 an ambitious target was set and a new export regime put into operation in order to implement it, including bigger premiums, export insurance, easier bank credits, allocation of raw materials for the home market linked to export products, more tax concessions etc.

However, the world trade recession intervened and the actual sales last year were \$115m., although the lower level of world commodity prices — which simultaneously reduced our import bill — should be taken into account, as the rise in 1957 was partly due to a higher price level.

For the coming fiscal year (1958/59) export forecasts prepared in December amounted to approximately \$120m., on the assumption of stable prices for agricultural products, a further price drop of an average eight per cent for industrial goods, and a slight rise in mineral prices. That advance would now, however, involve any revolutionary departure, though the difficulty of even holding the positions gained in foreign markets in the teeth of stiff international competition should not, of course, be underestimated.

Diamonds were expected to advance four per cent (at real terms), and agricultural exports (citrus, eggs, peanuts etc.) nine per cent, \$35m. The target for non-diamond industrial exports was set at \$60m., as compared with \$47m. achieved in 1956 and \$52m. in 1957 — and would require an advance of 39 per cent in the volume of commodities shipped, though the sales proceeds would rise less because of the expected price decline. The biggest advances were expected for foods (mainly citrus by-products, textiles, basic chemicals (petrochemicals and light industries products).

The targets were ambitious enough — in view of last year's disappointments — but not beyond realistic calculations. And the aggregate net added value of the exports would still be only \$85m., just \$4m. more than achieved in 1956 and \$13m. more than in 1957. Significantly, the prospects seemed brighter for invisible exports, which have continued to increase despite the slump in shipping, due to the increased size of our fleet, the increased income from aviation and — mainly — the rise in tourism. From \$85m. in 1956 earnings from invisible exports rose to over \$90m. in 1957, with a forecast of \$100m. for 1958/59, of which the added value would be \$6m., compared with \$30m. last year.

Now, however, those December estimates are undergoing a double revision. On the one hand, the sudden increase in immigration has posed an urgent employment problem, and in view of the limited possibilities in agriculture, industrial production for overseas markets is seen as the best way of absorbing additional labour. On the other hand, the losses given by immigration to economic activity has already resulted in a marked expansion of the home demand which is felt both in the hardened attitude of the trade unions on the wage front, and in the greater reliance placed by the manufacturers on domestic sales. Combined with the continuing world recession, this has led the trade community to slacken its efforts in the export field which was just beginning to be tackled.

It is against this background that the new programme has been conceived, envisaging increased premiums — due to a modified computation of the "replaced value" — to the extent of another 400 pruta per dollar earned, and additional premiums (IL1.2 per dollar of "added value") for export proceeds in excess of the amounts earned in the current year, as well as levelling special inducements for big and efficient exporters, and a general streamlining of export control procedures. Small wonder that industry spokesmen have applauded the programme.

Under the circumstances the new course may indeed be the only way out, despite the additional strain it puts on the Treasury. Some of its elements, intended to reduce bureaucracy, to sponsor market research and to strengthen efficient export channels, will certainly bear fruit in the longer run. But we should beware of pinning too high hopes on measures which would have been required in any case to achieve the targets that were set in December. Advancing beyond them would call, in addition, for a positive change in the attitude of our industrial producers, and in this respect nothing definite or reassuring has been heard so far.

New Trends in Mortgages

By Our Economic Editor

built. As a result, the government's income from royalties is expected to rise to about double 1956's record figure of \$6m. dinars. On the other hand, the I.P.C. has surrendered its offshore rights for drilling in the Persian Gulf, and the area is now being offered to other companies. It is intended to be interested in the Khasieng Oil Company, a subsidiary of British Petroleum, also voluntarily gave up its extension concession in Iraq.

New Plate Glass Process

A new method of making high-quality plate glass has been invented by Pilkington Brothers, the English glass manufacturers whose system of grinding a continuous ribbon of plate glass is used the world over. The basis of the new process is a continuous ribbon floating on a bath of molten metal in a controlled atmosphere, then cooled so that the both surfaces of the glass are flat and parallel by the operation of gravity. This does away with grinding and results in an unpolished, fire-bright surface, making it possible to reduce both capital costs and manpower in plate glass production. However, the full financial advantages of this float process are only expected to be achieved after several years of further development.

Rayon's Progress

Only a short time ago was said to be on its way out in face of the progress of nylon, has gained new momentum as a result of research work in the U.S. rayon is again preferred for use, and now the Russians have concluded an agreement with Sisal Viscosa for construction at Saratov of a large rayon factory that will supply cord for three new rubber plants, including special super-cord for aircraft tires.

Norway Resumes Subsidies

Norway has been hard hit by the world shipping strike and trade recession, and though a slight recovery is expected during 1958, the situation is still depressed.

Despite liberal government spending on special public works projects, unemployment reached a postwar record of 42,000 in January and may rise further. On the other hand, retail prices rose by about 5 per cent in 1956 and 1957, achieving a wage increase, while the abolition of the European Payments Union has created serious problems for Norway's foreign trade. To prevent inflation, the government has decided to restore the food subsidies which were cut a third in 1956, and the State budget and reduce domestic consumption and imports in view of the big foreign payment deficit. Meanwhile, the trade unions have been asked to postpone their claims until June, while agricultural organizations have been asked to make voluntary price reductions.

Czech Trade Offensive

Several successes have been achieved by the Czech trade offensive in African and Asian countries. In Egypt, Czech engineers are now building a water purification plant in Cairo, and will put up three big dairy plants (Czechs have already built two pumping stations on the Nile) two transmitters for Cairo radio and a shoe factory. In Iraq an agreement was signed under which Czechoslovakia will supply engineering products in exchange for oil seeds, dates and cotton. In India, Czech capital goods and machinery will be supplied in exchange for oil seeds and sugar under a \$3m. barter agreement. In Indonesia tractors and agricultural machinery, trucks and repair shops are being supplied under a \$3m. contract. In Ethiopia, a five-year programme for the building and staffing of hospitals has been signed to be financed by a \$2.1m. Czech loan. It is also claimed that Czechoslovakia's recent doubling of her imports of Moroccan phosphates, and the purchase of 40,000 tons of manganese from Turkey, will be followed by contracts for the supply of Czech capital goods. Trade negotiations with the Sudan and Ghana are also in progress.

The targets were ambitious enough — in view of last year's disappointments — but not beyond realistic calculations. And the aggregate net added value of the exports would still be only \$85m., just \$4m. more than achieved in 1956 and \$13m. more than in 1957. Significantly, the prospects seemed brighter for invisible exports, which have continued to increase despite the slump in shipping, due to the increased size of our fleet, the increased income from aviation and — mainly — the rise in tourism. From \$85m. in 1956 earnings from invisible exports rose to over \$90m. in 1957, with a forecast of \$100m. for 1958/59, of which the added value would be \$6m., compared with \$30m. last year.

Now, however, those December estimates are undergoing a double revision. On the one hand, the sudden increase in immigration has posed an urgent employment problem, and in view of the limited possibilities in agriculture, industrial production for overseas markets is seen as the best way of absorbing additional labour. On the other hand, the losses given by immigration to economic activity has already resulted in a marked expansion of the home demand which is felt both in the hardened attitude of the trade unions on the wage front, and in the greater reliance placed by the manufacturers on domestic sales. Combined with the continuing world recession, this has led the trade community to slacken its efforts in the export field which was just beginning to be tackled.

It is against this background that the new programme has been conceived, envisaging increased premiums — and increasing differences abroad: the Common Market in Europe, industrialization in underdeveloped countries, the progressive replacement of bilateral agreements by competition, and so forth. Our export drive cannot look forward to success unless we create new opportunities.

Government Plans

Yet the very fact that our production network is still in the process of being built up should give us an advantage here, and the Government's new production plans for prospective foreign markets can and must be influenced by sales prospects abroad.

Up to now, new industrial plants have been planned largely by chance — when some investor decided to develop a branch with which he was familiar, or when our planners wished to make production here as many-sided as possible. The result was that the domestic market was supplied with a variety of goods, but the export trade encountered difficulties — and the competition they will encounter.

The Ministry proposes to expand market research and place the results at the disposal of would-be investors, few of whom will affect the facilities to take on this task themselves. This is all to the good, provided our industrial planning is brought into line with the result of market research.

Préfer Home Sales

It has been widely believed that once our producers satisfied domestic demand they would turn to export as a matter of course, and that, conversely, they could not sell abroad till they had assured themselves of a home market. Yet today, at a time when our industries are being asked to export more and are being offered increased inducements to do so, they face an improved market at home — due to rising in-

trating organization's short-term loans of IL1,000 per unit.

MORTGAGE loans naturally come in the wake of building activity, but with a time lag, and though building contractors complained of a lull in 1956, the General Mortgage Bank's figures show an unprecedented scale that year, reflecting the record number of dwellings started in 1957.

The new loans granted in 1958 totalled IL1,000, almost double the amount in 1957 (IL1,000 per unit).

This new departure in the Government's housing policy is to be seen in the context of its increased readiness to purchase ready apartments and houses still under construction from private builders — since its own building activity did not cover suddenly increased requirements for building investments, and of the tendency of private contractors to participate in the financing of building schemes initiated by the Government.

Development Budget

As a matter of fact, the Government Development Budget provided only 5 per cent of the funds for mortgage repayment by early repayment of Government-financed loans) the number of loans outstanding rose by some 10 per cent (to over 22,000), while the balance outstanding advanced by 25 per cent to IL4,500. Of this amount IL1,000 was given to individuals (and young couples) along the general lines of the existing scheme. Indeed, a table contained in the Bank's report reveals that 44 per cent of all buildings started in 1958 (as compared with 30 in 1957) were erected by private contractors.

The report points out that "a conservative estimate of the number of such flats in the financing stage at over 1,000" with no figures available," and sees the reason for this in a reduced flow of German restitution money into this market due, apparently, to restitution recipients having secured their housing by now. However, demand from these quarters may be expected to develop, in particular if mortgages improve for the long-term financing of part of the private builders' costs as well.

Express Photo

Practical Export Promotion

Journalism Best Reporter

PRIVATE importers insist that stiffening international competition jeopardizes Israel's trade in foreign markets. They claim that with the gradual decline of Pamas accounts additional premiums and other inducements must be given to industry, in order to offset high production costs and to make exports remunerative.

Public export organizations are much more optimistic. The State-owned Israel Export and Trust Corporation Ltd. which had sales amounting to \$10,000 in 1956, half of that on its own account, and half on a commission basis, expects to be exceeded by 1958.

The share of private contractors increased to IL2.2m. (18 per cent of the total), though it should be mentioned that these loans were granted for schemes carried out in cooperation with Government development projects.

Among these, the 100 dwelling units being put up in Eilat (party for rental rate approximately IL1,000 per month) are to be completed by the end of the year. The unit cost is IL5,000 per housing unit, which can afford to maintain efficient trade contacts abroad, it acts both as a marketing body and as the promoter of local producers, and thus helps them to develop remunerative pro-

duction on a competitive price level by adjusting quality to customer requirements and by the full utilization of productive assets and labour force.

Sales Prospects

As a matter of fact, the company has found that in many cases producers are either unaware of sales prospects in overseas markets, or unable to establish contacts with foreign marketing channels, or not interested in entering the risky business of expanding sales abroad beyond the volume needed for financing the import of raw

materials for profitable sales at home. Thus less than 10 per cent of the firms selling abroad are export-oriented, and the majority of them are small, medium-sized and seasonal firms which have no previous experience in exports. Of particular interest is the fact that industrial goods account for 70 per cent of the increases in exports to Britain (from \$7.5m. to \$9.5m.), to Australia (from \$6.5m. to \$8.5m.), to Canada (from \$2.5m. to \$3.5m.), to South Africa (from \$1.5m. to \$2.5m.), while exports to Malta (\$42.5m. in 1957) were mostly farm products.

The company has established less than two years ago a paid-in capital of IL2.5m. and sales to Cyprus increased to IL2.75m. in the next fiscal year, and operates on a strictly commercial basis, without any subsidies or government guarantees. Set up in order to coordinate and facilitate export activities of small and medium-sized industries, which cannot afford to maintain efficient trade contacts abroad, it acts both as a marketing body and as the promoter of local producers, and thus helps them to develop remunerative pro-

duction on a competitive price level by adjusting quality to customer requirements and by the full utilization of productive assets and labour force.

Similarly, orders for fashionable knitwear goods have been obtained much in excess of what the firm's sales in Israel have been, and the company has achieved in the same markets, because Israel's leading firms were mainly interested in home sales and not used to the large-scale production of their high-quality models.

The company has, however, signed contracts with two smaller firms in order to secure their employment during the slack season, and aims at a sales volume of at least \$200,000 in the U.S. alone, i.e. almost the total export volume of this line hitherto.

In order to produce extensive exports automobile and tractor spare parts and agricultural machinery and implements, a joint organization (Halplex Ltd.) for quality control, material research, packing etc. has been established, combining 12 firms for whom the company acts as a single exporter.

A comprehensive trade catalogue has been produced for it, listing a wide range of products. A renowned fashion designer, Mr. M. Paul, has been invited to advise Israeli manufacturers of jewellery, handbags, gloves and hats, and to act as a consultant for the American market.

In addition much care is given to shipping and packing problems that are often crucial for the success or failure of Israel exports.

The company's policy is not to engage in the marketing of commodity items, the company efficiently by producers or other trade firms, but, on the other hand, it is ready to deal in any kind of merchandise wherever a potential market abroad has been left untapped, and executes deliveries ranging from modest worth to several dollars to large-scale shipments.

In 1958 the sales of various textile goods, spare parts, gas stoves, steel pipes, canned goods, insecticides, rubber goods and many other articles are expected to advance in America, Turkey, East and West Africa, and some Asian countries, and the company hopes to break even this year and to earn a profit in the next. Once the spade-work has been done, reliable commercial contacts established and a substantial turnover achieved, the company's overheads may be expected to drop, and its contribution to the economy will increase.

Arkie's has expanded since, and almost all the key personnel of the town's factories and offices are now residents there with their families, as that a month's experience with regular scheduled flights might reverse this conclusion.

Arkie's touchdown at Beer-sheba shows how little the company needs to do to meet the Elat's needs. Although the business in Beer-sheba is vice versa, the flight leaves Beer-sheba at 8 a.m. and Elat at 5 p.m., so that, while the traveller from the north can plan his stay conveniently, the Elat has to spend two nights in Beer-sheba for a two-night's business.

Arkie's loss has been Yaffo's gain. Taxis now depart from Tel Aviv starting at four a.m., and although the last one leaves at two p.m., it is, at least, IL10 cheaper than the plane. The taxis leave Elat from six until nine p.m., and also offer a round-trip ticket with overnight stay at a third-class Tel Aviv hotel for an extra pound.

The fact that air, bus and taxi services alike have an average of 15 to 20 per cent fewer passengers on the northbound run clearly shows that none suits the Elat to his complete satisfaction and that he prefers to get a lift from home by a private car or lorry, though he will return home by the earliest scheduled service when he has finished his business.

DUTCH DISCOVER HOW TO "STRETCH" A SHIP



Stocks and Commodities

Quiet Conditions in Tel Aviv

Elsewhere on the market, the Tel Aviv Stock Exchange was quiet yesterday with most prices slightly lower, and turnover generally lower than in the past weeks. In some instances, even very small orders brought prices up or down by one or two points.

Express Photo

Russia Headed For Trade

SOVIET authorities announced last November that Western economists view it from a new angle. The plan's targets are, of course, impressive; they are based on an expected annual increase in aggregate industrial production of about eight per cent or so (compared with 13 per cent during 1956-58); as against the three or four per cent expected for the U.S. economy. It is pointed out that the U.S.S.R.'s oil exports will still be lower in 1958 than was that of the U.S. in 1957, in almost all commodities with the exception of cement and woolens.

Moreover, there is obviously little sense in America's expanding its output of food and agricultural commodities, of which it has huge surpluses, or in making efforts to provide another car family. As a matter of fact, income in recent years has already gone into expansion of services such as housing, education, transport, distribution, town planning etc., which are not included in figures of industrial production.

Capital Goods
However, under the Soviet plan capital goods are to be given preponderance in the future too, and as the production of steel, non-ferrous metals and machine tools may be expected to increase beyond ultimate domestic requirements, and to be directed to export markets. Thus Russia appears to be headed for increased participation in world trade, in particular as a supplier of investment goods, but also as a new competitor in non-ferrous metals and machine tools.

New York Steady
RATHER steady conditions were on Wall Street during the past week. Fluctuations were small. Investment demand was attracted by the belief that stock had passed into strong hands as a result of recent consolidation. On February 17, there were few fluctuations, as well as new small declines.

The Dow Jones average for 30 Industrials was 582.71 on February 17 as against 582.65 a week earlier.

Firm Conditions in London
WITH business quiet, conditions were firm on the London stocks market. Industrial provided a feature. Property and hire-purchase finance issues, as well as leading bank shares, were in demand. The firms listed of 5% per cent debentures, offered at 94 per cent, were heavily oversubscribed.

Paris Quiet
PURCHASE from West Germany and Switzerland supported the market, while uneasiness about the U.S. would remain. The Tunisian situation caused uncertainties. The undertone remained optimistic and most prices were well maintained.

Copper Stronger
THE price of copper on the London Metal Exchange advanced on news that the U.S. would reimpose restrictions on copper exports to the Soviet bloc.

Buyers' Market Must Be Wooed

By PAUL KOHN

SELLERS in this country who find themselves giving ground to a "consumers' market" every day, will have to employ modern tactics to gain back some of their hold old ones. Advertising is the sellers' most powerful "psychological weapon" and they will be forced to use it if they wish to remain in business. The days when they were able to sell a product by merely putting it on the market are gone, and everyone hopes that they will never return.

These days, unlike a few years ago, you can find candy stores chock full of chocolates, greengrocers with pyramids of different apples, strawberries and vegetables, electrical appliance shops with varieties of heaters, coolers, grills and cookers, and stores with record selections from Presley to Paganini, not to mention the self-service and supermarket establishments. The Israeli housewife can now choose widely the goods that go into her shopping basket, but she is no longer satisfied to good advertisements than her counterpart elsewhere.

According to the chairman of the Israel Advertising Association, Mr. Otto Wallish, some 11,000 were spent on advertising in Israel in 1958. So far advertising in Israel has been exclusively devoted to "salesmanship in print" as radio and television have not made their mighty entrance yet. Their "ear appeal" techniques may not appeal to everyone, but which listener forgets a product when the commentator on the news that Premier Khrushchev has sent President Eisenhower a note to introduce by "but first let me tell you about how good a glass of dry Skelvix beer is."

However, even in the countries where these media play a major role in sales promotion, it is still the newspaper and magazine which are the backbone of advertising. All the more so here. It is estimated that half of last year's total advertising expenditure was spent with newspapers and magazines. ILAm, at the tenth Advertising Fair exhibition, and the rest in cinema, billboard, railway, bus and matchbox advertising.

Many Agents

In relation to the sums spent on non-commercial advertising, there are a great many advertising agents. Sixty are members of the association alone, but the total must be around 100, many of them part-time. Nevertheless, some 80 per cent of all the turnover goes through the top dozen agencies.

It is reckoned a mere 5 agents that the industry turned from a "sellers' market" to a "consumers' market" between two to three years ago. The introduction of extensive self-service stores last year also jerked manufacturers into higher advertising costs. "The days when a grocer's number 'this is good' would have a housewife purchase a certain tin of pickled cucumbers (perhaps because it was the brand the grocer had in stock) have been replaced in the help-yourself stores by the copper's choosing pickled cucumbers from a dozen brands.

Assuming that the dozen pickled gherkin enterprises can produce of approximately equal quality, sales promotion has to be more expert. The agent has to know what the consumer is promoting, choose his media, timing, and placing for its advertising. He has to keep a check on newspaper space, circulation and prices, and on

all the other advertising possibilities available to him. He may also have to design and write copy for advertisements besides running around calling on manufacturers, other media and clients. But you can still find "advertising agencies" consisting of one chain-smoker in rolled-up sleeves, cooped up in a dusty half-office piled high with statistics, bulletins, trade journals and working hectically with adhesives, pencils and ink — himself doing all the jobs required because it does not pay him to keep commission artists or copy writers.

As more is demanded of

the advertising agent, the work becomes more scientific and professional. The inevitable result will be that the little agency will be forced to merge in order to provide competitive services.

Although in theory there is "free competition" among advertising agents members of the association, founded in 1950, operate according to a gentlemen's agreement: one agent does not encroach on the customer of another. In efforts to raise the standard of advertising, the association has also been running courses for employees in the profession and in related vocations. These courses are

given in cooperation with the Ministry of Labour. The inevitable result will be that the little agency will be forced to merge in order to provide competitive services.

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to marry or whether it is the full-page effort of an established firm who had never before advertised and one day suddenly discovered that the name of its product was unknown to over half the population though it had a very good product to sell.

(The tourist incidentally received 50 letters by first return mail from various ladies and a few parents also came to investigate quietly the man's character.)

With the sellers of products or services increasingly aware of advertising potential, the agents are improving the quality of advertising, and can be expected to enter the gimmick and radio field, as well as to do more in the cinema, where ugly standardized slides can be improved and short film ads developed. The budget's the limit!



No refueling stops at Goose Bay, Labrador or Gander, Newfoundland, when you fly El Al jet-prop Britannia between London or Paris and New York. It's the only jet-powered airliner that makes it non-stop regularly across the Atlantic. ILAm, at the tenth Advertising Fair exhibition, and the rest in cinema, billboard, railway, bus and matchbox advertising.

EL AL ISRAEL AIRLINES

In the U.S., the art of successful advertising lies in holding down a sales advantage to its simplest expressible form and illustrating the advantage in a striking way. Doyle Dane Bernbach, El Al's U.S.A. advertising agents, have succeeded in doing just this in the brilliant advertisement above, which appeared in "Time," "The New Yorker" and other journals last week. Last year, El Al's major advantage over other airlines was the speed factor. This fell away with the inauguration of pure jet services across the Atlantic.

One of the advantages that remained to El Al was the fact that their flights across the Atlantic were non-stop from New York to London. The ad has succeeded in expressing this.

New Trends in Publicity

From a Special Correspondent

ISRAEL advertising made its biggest stride forward in 1958. Expenditure increased by up to 15 per cent over the preceding year. In the 12 daily newspapers alone, over 800,000 inches of advertising space were taken netting nearly ILAm.

A similarly favourable trend is observed by the approach of industry, commercial and financial enterprises and public institutions to advertising as an essential tool of marketing and public relations. Advertising is now becoming considered an integral part of the costing of a product.

It is true that although its part in the total turnover is still considerably less than in advanced countries, the combined campaign for beer—without mentioning the brand names of

ties present the same picture as in other countries. The battle of the cigarette filters rages here as everywhere else in the world. British companies continue to save detergents, firms try to woo the wife, fuel companies smile at the motorist. The Bruce box recently appeared in the arena of citrus packing controversy, and our national airline has become a regular and major international advertiser.

Collective Campaigns

The collective campaigns carried out, not for a single brand, but for a general sales idea or plan by groups of enterprises is special interest. One example of this is Hertz Life Linked Insurance, advertising collectively by ten of our insurance companies. Another is the combined campaign for beer—without men-

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the two breweries involved. A more recent instance is the current campaign for more ice cream consumption in winter, carried out collectively by three otherwise competing food producers.

This new avenue of advertising appears to be particularly suited to a country like Israel where the small advertiser cannot, on his own, launch a nationwide campaign. The plastic and metal industries might follow this lead.

It Pays to Advertise

Well planned and well executed local campaigns are proving the effectiveness and profitability of advertising. They also demonstrate how advertising can change habits, especially in a new country. The home heater has entered thousands of households this year. This is partly due to extensive advertising. The first supermarket has within a short period of time made the public conversant with a new way of shopping.

Cities all over the world are especially receptive to advertising, and ours are no exception. A prize competition aimed at them netted over 12,000 entries.

The right appeal is the decisive factor. One two-minute film that explained, in a visual and simple manner, the advantages of keeping money safely in the bank instead of under the mattress, brought a number of new depositors to those branches of the advertiser that were located in areas where new immigrants had settled. This was one instance of advertising functioning as an educational medium as well as a commercial instrument.

Some advertisers complain of the high cost of advertising in Israel. This is true to the extent that most other professional services are also costly. Production costs, art work, blocks etc. naturally cost extra, especially when the quantities of advertising matter involved are so small. Newspapers with small amounts of space available are obliged to sell this at what appears to be a high rate. In many instances, it is the advertiser himself who is afraid to pay the seemingly high cost of his campaign by ignoring the major rule of advertising—the principle of repetition—he goes to the expense of preparing a new ad or a new poster every month.

Another major fault lies in lack of coordination with all the elements that conclude the sale. It is quite often the case that a local manufacturer will launch a big advertising campaign without preparing sufficient stocks to meet the anticipated demand. Another shortcoming is insufficient follow-up with the chain of distribution. Often the local agent does not learn of the appearance of a new product added to his line until an introductory ad appears in the newspaper.

Training on Job

However, most of the Bezeal graduates get their real training on the job. Together with the advertising agents, they have a stiff fight to get manufacturers to measure the existing packaging and advertising. If the level of taste in ads or packaging here is often low, it is because of "client resistance" rather than lack of good artists. Too-modern designs are turned down, abstract forms are almost taken humorously but rarely sneaked in. There is also a tendency for the manufacturer to ask for his product to be displayed, to show the novelties themselves rather than the delicious soup. Colour print-

ing in the press is limited to a few billion who insist that a whole page must be taken to make the job payable. Few firms can dream of this expense.

Advertisements here must often be prepared in six or seven languages and drawn to make the same impact on an unsophisticated Oriental population as on a Westerner. The U.S. Immigrants from East Europe, the artists point out, have almost no visual education either, having been fed on columns and columns of straight type in state publications and news-

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Art for Ads' Sake

By MEIR RONEN

COMMERCIAL artists here are enjoying a mild boom in comparison with earlier years, as demands for better advertising and packaging grow. There are over a hundred of them in Tel Aviv, where the solid core of the profession is situated, nearly all "organized" in their own self-defence association. They include cartoonists, designers, illustrators, lay-out men, who are more than not double as artists too. Immigrant artists and technicians can find the day they arrive and often branch out on their own as soon as they can manage some Hebrew. Graduates of Bezalel who have specialized in lettering and poster work are at a premium. By the time they graduate, however, almost none of them odd jobs to devote a few lance practice. Only two or three are available for salaried offers.

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Another major fault lies in lack of coordination with all the elements that conclude the sale. It is quite often the case that a local manufacturer will launch a big advertising campaign without preparing sufficient stocks to meet the anticipated demand. Another shortcoming is insufficient follow-up with the chain of distribution. Often the local agent does not learn of the appearance of a new product added to his line until an introductory ad appears in the newspaper.

Training on Job

However, most of the Bezeal graduates get their real training on the job. Together with the advertising agents, they have a stiff fight to get manufacturers to measure the existing packaging and advertising. If the level of taste in ads or packaging here is often low, it is because of "client resistance" rather than lack of good artists. Too-modern designs are turned down, abstract forms are almost taken humorously but rarely sneaked in. There is also a tendency for the manufacturer to ask for his product to be displayed, to show the novelties themselves rather than the delicious soup. Colour print-

ing in the press is limited to a few billion who insist that a whole page must be taken to make the job payable. Few firms can dream of this expense.

Advertisements here must often be prepared in six or seven languages and drawn to make the same impact on an unsophisticated Oriental population as on a Westerner. The U.S. Immigrants from East Europe, the artists point out, have almost no visual education either, having been fed on columns

LONG AWAITED LAW NOW BEFORE KNESSET

Adoption in Israel—Public Pressure for Legalization

By Doris Laskin

MANY a childless couple have found satisfaction and fulfillment through adopting a child and showering upon him all the love, care and devotion which they would have had for their own children. The adopted child, on the other hand, also has something to be grateful for, as in practically every case he is considerably better off with his adoptive parents than with his natural parents. For usually the children available for adoption were born out of wedlock or come from broken families. In a few cases they are children of large families or orphans.

To the casual reader this very fact may indeed appear strange, and he must find it difficult to reconcile the long waiting list of potential adoptive parents with the numerous orphanages and baby homes in the country. But it should be remembered that many of the orphans have lost one parent only and are in an orphanage because of the surviving parent's inability to keep them at home; while others have grandparents or other relatives who, while not prepared or able to keep them themselves, are still not willing to part with them permanently.

Infants and Toddlers

FOR the most part the children adopted are infants or toddlers but there are of course cases where a husband will adopt a wife widowed by a previous marriage, or relatives adopt an orphaned child; and in such cases the children may be of any age. Most people, however, who decide to adopt a child in principle—and have no particular child in mind—prefer to adopt an infant or a very young child. Their next problem after having given the necessary mandate for the serious business of adoption, is how to find the child. There are two ways of doing this: the unofficial way and the quasi-official way. The unofficial way may be further divided into the legal way and the illegal way.

In the legal official way, the couple resort to hear of a child through friends, through welfare workers or through obstetricians. They take the child home and eventually have a very difficult time persuading the court to give them an adoption order, for reasons which will be explained below. In the illegal unofficial way, the couple simply registers the child who is up for adoption as having been

born to them and then do not have to go through the process of adopting him. The drawback in this latter system, besides involving those who practice it in a criminal offence, is that the child then belongs to the couple for better or for worse; and in the event of his growing up to be physically or mentally handicapped physically or mentally, it cannot be returned to anyone. Both the unofficial methods of acquiring children usually involve the adoptive parents in considerable expense.

Semi-Official Method

THE quasi-official method of adoption is through the agency of the municipal welfare departments. The pre-



dictive parents, after producing medical certificates to the effect that they are infertile, and after satisfying the welfare officer that they have been married for more than five years, that their chances of having their own children are remote and that the woman is less than 45 years of age and the man less than 50, are then put on the waiting list.

After that, the welfare officer visits their home, discusses their financial situation with them, examines the accommodation which they intend providing for their adopted child and decides whether both the couple and themselves are suitable to the adoption of a child. If all the criteria are satisfied, the welfare officer will then try to suit the child to the couple in question, whenever their turn to receive a child approaches. The waiting period varies from town to town and depends also on whether the couple wish to adopt a girl or boy, a newborn infant or an older child.

The waiting list for boys is much shorter than that for girls, most couples preferring to take a chance on the weaker sex.

When the couple elects to adopt a new-born child, they will receive it immediately

after it is discharged from the maternity hospital and after the mother (and father, if known) have made sworn statements to the effect that they wish the child to be adopted and that they give up all claims to it. The prospective adoptive parents and the child then have a six-month trial period during which the child is frequently visited by the municipal welfare officer. If the child proves to be physically or mentally deficient, it may be returned to the welfare department. On the other hand, if the welfare officer thinks that the child is not getting the proper care and treatment, the child will be taken away.

Any time after the six-month trial period, the adoptive parents, or one of them, may apply to the District Court for an adoption order. The hearing will be held unless an adoption order will be given unless the consent of the child's real parents has been given, either by way of their sworn statement given after the child's birth, or verbally before the court, or by means of any other written document. In the majority of cases a written consent is produced, as the welfare department can always point of keeping the identity of the adoptive parents a secret from the real parents, for the reason that they have had many a bitter experience of unscrupulous relatives blackmailing the adoptive parents.

No adoption order will be given unless the welfare officer's report to the court is satisfactory. It is for this reason that people who attempt to adopt a child through an unofficial channel come up against difficulties, for the welfare authorities, the Government has at last laid a draft bill on adoption before the Knesset. The draft bill provides that the court roles on adoption procedure were supplemented by an additional rule requiring the judge, when giving an adoption order, to inform the adoptive parents that their adopted child would only inherit from them if they expressly so willed in a last will and testament, and then he would only inherit such property as may legally be disposed of by will.

Draft Bill

IN response to criticism from the Supreme Court and to the pressure of the welfare authorities, the Government has at last laid a draft bill on adoption before the Knesset. The draft bill provides that the court roles on adoption procedure were supplemented by an additional rule requiring the judge, when giving an adoption order, to inform the adoptive parents that their adopted child would only inherit from them if they expressly so willed in a last will and testament, and then he would only inherit such property as may legally be disposed of by will.

No Law Yet

DESPITE the fact that from the description given above the reader may gain the impression that the institution of adoption is a legally well-regulated and administered, these adoption orders have no real validity in law. For there is no adoption law in Israel. The only legal expression and recognition which has been given to the institution is the set of rules—known as the Court (Adoption) Rules—made by the Minister of Justice in 1955 in order to give some semblance of law and order to a procedure established by custom and practice.

Adoption and adopted children are mentioned in various individual laws, such as the Nationality Law and the Texans' Protection Laws, where their rights and status are identified with those of natural children, and in the Palestine Order-in-Council where the institution of adoption is included amongst matters of personal status which fall within the parallel jurisdiction of the religious and civil courts, despite the fact

that neither Jewish law nor Moslem law recognizes the institution of adoption as such. But there is no express law regulating and legalizing the institution, and laying down the process by the effects and consequences of adoption. As a result, an adopted child, for instance, does not automatically inherit from the adoptive parents as a "child" within the meaning of the Succession Order.

On many an occasion the Supreme Court, and Justice Cheshin in particular, have deplored this lack of legislation, their criticism of, and regret at the legislator's tardiness culminating in their accompanying remarks to a decision given in 1955 to the effect that the adopted child cannot automatically inherit after this decision, given with great reluctance by the court, the court roles on adoption procedure were supplemented by an additional rule requiring the judge, when giving an adoption order, to inform the adoptive parents that their adopted child would only inherit from them if they expressly so willed in a last will and testament, and then he would only inherit such property as may legally be disposed of by will.

Draft Bill

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The draft bill, which has already passed its first reading by the Knesset, and is now in the committee stage, is aimed primarily, again in accordance with the explanatory note, at achieving the welfare of the adopted child, by giving it, insofar as is possible, the same status as a natural child, and entitling it to the same benefits and privileges from his adoptive parents as if he had been their own child. In pursuance of this aim, the draft law lays down that an adoption order creates the same mutual rights and duties between the adopting parents and the adoptee as exist between real parents and their children; it may do so, though there must be a difference of at least 18 years between adopter and adopted; that there should be a trial period of not less than six months; and that the adoptee, if he is old enough to express an opinion on the subject, should be asked if he consents to being adopted.

No one could possibly take objection to either of these provisions, nor to that laying down that the child's real parents need not necessarily know who the adoptive parents are. But one provision of the draft law seems somewhat strange in the circumstances. That is the provision to the effect that the consent of the real parents of the

Ice-Cream in Winter

Jerusalem Post Reporter

FIREWORKS in the form of "Baked Alaska Flaming" illuminated by lighted cubes of sugar nestled in peach halves doused with brandy, introduced the "Ice Cream in Winter" campaign at Beit Shalom on Monday. Served on the coldest day of the year, with the temperature in Tel Aviv hovering around zero, the ice-cream cake received a warm reception from women's editors and nutrition experts.

The journalists heard with surprise that even in freezing Russian winters, 50 grams of ice-cream per cupcake were consumed daily. This amount could be quadrupled in Israel if the ice-cream-man "block" of 1000 kilos of ice-cream per month could be melted, representatives of Telma, Osem and Vita asserted. These firms, who compete in the manufacture of ice-creams, have jointly sponsored this campaign.

Taking into consideration the nutritive value of homemade ice-cream, which contains a large amount of milk, fortified with eggs, fruit and cream, ice-cream could be a regular winter treat for all ages—especially the bad eaters—the manufacturers are convinced. Mrs. Lilian Cornfeld, a nutrition expert, agreed that ice-cream can be added to an austerity diet, even to a reducing one, because when it is made at home one can control its calorific value.

Food columnist Molly Bar-David described a number of mouth-watering recipes making use of ice-cream. If eaten as dessert, she pointed out, combined with hot butter-scotch or hot fudge sauce, brown betty, jelly roll, or hot apple pie. Another winter idea, especially for children's parties, is to fill an orange shell with ice-cream and use raisins for making comic faces.

In 1927 she joined Mrs.

Miss Neeman would never

use gold or silver thread, so

she learned the art and

the cubs were beautifully

embroidered. On request,

she was brought along her friend who had

worked the cubs, and Miss

Neeman promptly arranged

to pay her in return for in-

struction in the intricate

stitches.

Soon afterwards, in 1930,

she went to Paris to study

costume decoration. There

she learned the art and

the cubs were beautifully

embroidered. But as soon as

she returned she was capti-

vated once more by the rich-

ness and colour of the Ori-

ental art. She found a teacher

among the new Yemenite

immigrants and settled down

to learn anew.

Miss Neeman would never

use gold or silver thread, so

she learned the art and

the cubs were beautifully

embroidered. On request,

she was brought along her friend who had

worked the cubs, and Miss

Neeman promptly arranged

to pay her in return for in-

struction in the intricate

stitches.

She will sometimes em-

broider a completely different

design in each corner of the

same tablet cloth, and yet pro-

duce a strangely harmonious

result. "A design, like a face,"

she says, "need not be sym-

metrical to be pleasing."

She is unhappy when tied

down to a set pattern or to

copy one. She sees this art as belong-

ing to the whole of the eastern

world—the characteristics

are basically the same. There is

always the love of vibrant

colour of sunny lands, and

of exotic patterns.

Miss Neeman derives her

inspiration from all sources;

from India she took the

idea of grouping a pattern

around a central motif and

from the Yemen her favourite

habit of weaving small rings

and jewels into her sewing.

A broken pillar, a piece of

stained glass, or a flower

blossom with a gentle enthusi-

asm, is almost too absorbed

to realize the extent of her

achievements. So she occa-

sionally uses a pencil and

pays attention to the

details of the pattern.

More often she uses a

needle and thread, and

she has even created

her own designs of

oriental modernity—"just for

experiment."

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down to a set pattern or to

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Too Late

to replace the document after it's lost. Have it copied in time by Photo Brenner, to avoid trouble. A special department for copying documents is at your service at:

**Today's Postbags****The Weather**

FORECAST: Occasional showers.

Outlook for Saturday: Partly cloudy with scattered showers.

A 6 0 0 D

Mi. Canaan 78 2 6 4

Tel Aviv 78 2 12 12

Haifa Port 52 9 12 12

Netanya 72 9 15 15

Tel Aviv Kirya 72 9 15 15

Tel Aviv Port 52 12 14 14

Lydda Airport 52 9 15 15

Beersheba 72 6 12 12

Sdom 52 6 12 12

Eilat 52 6 12 12

* A: Visibility; S: Sun; H: Haze; M: Minimum temp.; D: Maximum temp.; W: Wind speed.

ARRIVALS

Mr. Mordechai Halevi, from Brazil, after a two-year tour of the representative office of the Education and Cultural Department of the World Zionist Organization.

Mr. A. Schachet, Deputy Mayor of Tel Aviv, from Zurich, after a month's tour of Europe studying health problems for the Municipality. (by El Al)

Tourists and Israeli Travellers

Enjoy your time in the Exit Hall of Lod Airport. After terminating your passport and customs formalities, make your tax free purchases at the DUTY FREE SHOP and take along your bag at lowest prices: French Perfumes, American English Cigarettes £1.50 per 200, Cigars, Scotch Whisky £2.50, French Cognac, Liqueurs, Canadian and Swiss Watches.

(Advt.)

A NEW women's club was opened by WIZO in Abu Ghosh village near Jerusalem on Tuesday.

OVER 300 immigrants from Eastern Europe and North Africa arrived in Haifa in the a.s. Aeroflot on Thursday. It marks the resumption of immigration from Rumania after an interval of some weeks.

THE NOAR OVED Federation on Tuesday authorized a budget of IL.1,414,000.

MAX AND GERDA SCHNABEL take pleasure in inviting their relatives, friends and acquaintances to the **RAB MITZVAH** of their son,

URI to take place on Saturday, March 7, 1959, at the Central Synagogue, Mount Carmel. Reception between 6 and 6 p.m. 2 Weddington Avenue, Mount Carmel. Please regard this as a personal invitation.

We wish to express our deepest sympathy and condolences

to Mr. Ra'an Efron on the passing away of his

Mother

ALLIANCE

Tire and Rubber Co. Ltd.

HADERA

In deep grief we mourn the death of our father, grandfather and uncle

ERNST KAHN

The funeral will leave from the Shalom Zedek Hospital today, February 20, at 1 p.m. for the Sanhedrin cemetery.

The bereaved:

Robert and Grete Singer, New York

Hanna Marx (nee Kahn) Ramat Gan

Hannan and Aliss Herzberg, Tel Aviv (nee Kahn)

Dan and Lora Sprout (nee Kahn)

London

Eva Alroy (nee Samuel), Jerusalem

and grandchildren

Please refrain from condolence visits.

We announce with deep grief the

sudden death in Jerusalem of our

Senior Member of the Board

ERNST KAHN

Management

ATA Textile Co. Ltd.

KURDANEH Textile Works Ltd.

One Feared Drowned As Flash Floods Hit Negev

Jerusalem Post Staff

An unidentified person is feared to have drowned on Thursday night in a flash flood that filled Wadi Beersheba to overflowing in the midst of the heaviest rains of the season in the Negev.

Eye-witnesses who lined the torrent that filled the usually dry watercourse said that they saw a person fall into the raging waters and heard a cry for help. All attempts to recover the victim's body failed because of darkness and the speed of the rapid flow. Police who discontinued searching at 8 p.m. said they would take up the search in the morning, and in the meantime, hoped that the missing person would be reported by friends or relatives.

The flash flood also cut off traffic from Beersheba southward and also isolated one of the town's quarters. The flood is expected to continue into the morning hours, the rains, accompanied by hail, thunder and lightning, continued into the night. Wadi Futes and Wadi Shalal crossing the "Hunger Road" in the Western Negev also overflowed and cut off traffic. Rain since Wednesday night was recorded as 20 mm. bringing the season's total for Beersheba to 70 mm. The rains and accompanying floods are also filling up the Kfar Yerusham and Shoval reservoirs.

In the North, encouraging rainfall was reported from Upper Galilee and the Jezreel Valley where farmers have come much more optimistic regarding prospective yields. The Safad area had some 20 mm. in the past 24 hours while the Jezreel land has soaked up more than 70 mm. during the last few days, improving the outlook for the planting of summer grain crops.

At the Gil Hall on Thursday night, a dinner was held in honour of Mr. Sa'adiv Shabani, Chairman of the Dan Region Union of Municipalities, on his 70th birthday. The new North link road between Gvulot and the opening of the pumping plant. Mr. Shabani was lauded by speakers for his part in promoting the regional sewerage project.

Gvulot Gets Road After 15 Years

Jerusalem Post Reporter

KIBBUTZ GVULOT. — A delegation from 62 kibbutzim in the south on Thursday came to the offices of the Agricultural Movement to complain of the economic plight of their settlements, because of the difficulty of getting grain, poultry and vegetable produce.

They were told by Mr. Y. Korn, Secretary of the Movement, of current negotiations with the Government, and the appointment by the Movement of a special committee to study basic planning for settlements.

THE NOAR OVED Federation on Tuesday authorized a budget of IL.1,414,000.

TOURISTS AND ISRAELI TRAVELLERS

Enjoy your time in the Exit Hall of Lod Airport. After terminating your passport and customs formalities, make your tax free purchases at the DUTY FREE SHOP and take along your bag at lowest prices: French Perfumes, American English Cigarettes £1.50 per 200, Cigars, Scotch Whisky £2.50, French Cognac, Liqueurs, Canadian and Swiss Watches.

(Advt.)

Sub-Standard Electric Equipment

Jerusalem Post Reporter

TEL AVIV. — The glaring discrepancy between minimum safety requirements and current standards in the production of some electrical appliances was deplored by Prof. A. Chochlik in an address before the annual meeting of the Standards Institute Council on Thursday in Sheik Munis, near Tel Aviv.

The speaker declared that standard production which endangered the lives of consumers still prevailed in many sections of the industry.

The Minister of Commerce and Industry, Mr. P. Sapir, who is chairman of the Institute, dwelt on the importance of its work, especially in the immediate future where the industrial sector is likely to grow at a tremendous rate.

Mr. Sapir disclosed that the I.D.O.M. mission of the Arab intelligentsia here to the radio reports.

Nazareth Reacts To Evacuation Plan

NAZARETH. — Damascus and Baghdad radio broadcasts alleging that Foreign Minister Golda Meir told newspapermen abroad that the Arabs in Israel must prepare to leave in return for a heavy indemnification became the talk of the day here on Thursday.

Many groups were seen gathering in the streets and cafes discussing the "proposal." The Arab radio broadcasts claimed that Mrs. Meir, now in the U.S., made the alleged announcement in view of the current heavy immigration to Israel.

The I.D.O.M. correspondent here said that of special interest was the favourable reaction of the Arab intelligentsia here to the radio reports.

24 Hurt in Haifa Bus Collision

Jerusalem Post Reporter

HAIFA. — Twenty-three persons were slightly hurt and a driver, Gad Sonder, 22, was seriously injured and taken to Hadassah Hospital after a collision between two buses in Tira, Haifa, near here.

Twenty-one of those hurt received first aid at hospital for further treatment.

It is believed that the driver of one of the buses was selling tickets while in motion just before the collision occurred.

Top Civil Servants Want Automatic Promotions

Jerusalem Post Reporter

KIBBUTZ GVULOT. — A Jerusalem magistrate sent a careless truck driver who killed a bicyclist to prison for two months and fined him IL.100 on Thursday.

The driver, Avraham Silberberg, 27, caused the death of Meir Hass near Kiryat Malachi two years ago, for which he lost his license for six months. The magistrate, Mr. M. Levy, did not take Silberberg's license from him because Silberberg supported himself. He also expressed the hope that the truck driver would be more careful in future.

Truck Driver Gets 2 Months in Jail

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This demand has been made by representatives of the Administrative Workers Organization in the negotiations for grading they are now conducting with the Civil Service Commission. The organization represents management officials between the grades of I (Directors-General) and V.

It is understood that the proposal has aroused some disagreement within the organization itself, since the arrangement would primarily benefit officials in grades II and III, who for the most part have grade seniority of three years and up.

Cyclist Injured in Road Collision

PETAH TIKVAH. — A cyclist, Haim Rosenweig, 18, was seriously injured on Thursday morning when he was hit by a private car on the Kfar Shalem-Ramat Hasharon road.

The injured man was taken to the Hasharon Hospital in Petah Tikva, where he is reported out of danger. The driver was detained and released on bond.

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Post-Graduate School For Co-op Drivers

TEL AVIV. — The establishment of a "post-graduate" driving school has been recommended by the Driving Safety Committee which recently established by the Transport Division of the Cooperative Centre. Under this programme, drivers would learn mechanisms of various types of vehicles, transport laws, first aid, and other driving associated with driving.

Harry Bridges Here

TEL AVIV. — Mr. Harry Bridges, President of the U.S. Longshoremen's Union, and Mr. William Glazier, Associate Officer of the Union, arrived in Israel by K.L.M. on Wednesday night for a four-day visit.

Mr. Bridges has been on a world tour studying transport and dock workers. On Thursday he and his party called at the Histadrut executive. On Friday, they will visit Haifa Port.

The visitors came here from Berlin and are to leave on Sunday for London.

Bicycle Race From Ashkelon Tomorrow

ASHKELON. — A 100-km. bicycle race will start from here on Saturday sponsored by the local branch of Ha-poel. Some of the country's best riders will participate.

The route will run from here to Yad Mordechai, the Security Road, the Sa'ad Road, Kiryat Gat, Be'er Sheva, Latrun, the Adulam area, and from there to Haz-Tuv, Ma'aleh, Jaffa, and back to Ashkelon.

Offer from Crack Hungarian Coach

Jerusalem Post Reporter

TEL AVIV. — Football clubs here were in a big flap on Thursday night after receiving an express letter from Gheza Mandy, the renowned Hungarian trainer, that he was prepared to coach the Israel international team.

Mandy, who has played for Hungary on 52 occasions, will be extremely remembered as the trainer from 1948 to 1956 of the Hungarian "wonder team" that included Puskas, Kosciusko, and Hidegkuti, and which trounced England 6-3 at Wembley and 7-1 in Budapest among other victories. Mandy left Hungary for Brazil in the time of the 1950 uprising, but returned to Budapest a year ago, though he did not

again handle the Hungarian national eleven.

The Israel Football Association sombrely agreed to offer to train the Israeli team. The letter from him said he was ready to take the job for \$10,000 a month. The F.A. will discuss the trainer's reply early next week, and is expected to accept the offer.

Peace Returns to Kafr Kanna

Jerusalem Post Reporter

KAFR KANNA. — Harmony returned to this village after a sulha — a feast of reconciliation — was agreed upon on Wednesday night by the feuding Tahar and Awad-clans.

Sheikh Salim Salim, M.K., head of the "sulha committee," presided over the traditional ceremony in which the parties buried their feud in mutual rice.

One of the conditions of the sulha is that if anyone dies of his injuries, the other will be paid compensation.

Meanwhile, a few constables are patrolling the village, though investigations are proceeding. The Committee has recommended that all detainees should be released.

GLOBAL — British Overseas Airways Corporation will start the first round-the-world service by Comet jet and Britannia twin-prop aircraft on March 31.

The Ministry of Education and Culture GOVERNMENT INFORMATION AND CIVIC EDUCATION SERVICE

Saturday, February 21, 1959, at 11 a.m. at the Or Gil Cinema, Jerusalem.

PUBLIC MEETING on the subject:

"ISRAEL FACES THE TEST"

Participation of:

Mr. Moshe Sharett, M.K.

Introduction by Mr. S. B. Yesha, District Commissioner, Jerusalem.

The public is invited.

Exporters Urged to Direct Efforts to Western Africa

Jerusalem Post Reporter

TEL AVIV. — Israel exporters should seize the opportunities offered by the new-born nations of Western Africa, Mr. Ehud Avriel, Israel Ambassador to Ghana, said at a luncheon institute here on Thursday.

THE JERUSALEM POST

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Friday, February 26, 1960
At Adar A, 5750, 11 She'arot, 1770

THE 25th anniversary of Youth Aliya, which is being celebrated throughout the nation today, is SEMI-JUBILEE more than the semi-jubilee of YOUTH ALIYA, a child welfare and rescue movement which was initiated by the Zionist movement just a generation ago. It is also an example of how a task undertaken with a humanitarian motive can grow and fulfil itself in ways quite unforeseen in the beginning.

In 1933, when it became apparent that the future was dark for the Jews of Germany, the idea was mooted of taking a handful of adolescent boys and girls and letting them settle in Palestine. There they could make a new life for themselves and perhaps eventually bring to join them the parents they had left behind.

No one realized then how rapidly the fire of Nazism would spread and how urgent the need would grow to save tens, not their hundreds, but their thousands. But when it did, the careful techniques of caring for and retraining children which had been worked out from the beginning by Youth Aliya proved capable of application to very large numbers from every Jewish community throughout the world.

When Austria was overrun, Jewish children were rescued by Youth Aliya. When the evil spread to Poland and Eastern Europe, the Movement could cope with them. When after the war, it was a matter of bringing back to a normal life the thousands of children who had lived the life of hunted animals in Hitler's camps and the forests of Poland, it was Youth Aliya that was prepared to adopt them in their tens of thousands. When North Africa began to send to Israel its neglected Jews, steeped in centuries of persecution, it was Youth Aliya that was able to care for the children, redeem them from illiteracy and medievalism and give them a new start in this land. Today when children are again coming from Eastern Europe, it is Youth Aliya which is showing the way in which they can make the difficult cultural, personal and social adjustment between what they knew of life in a People's democracy and what is required in a Jewish state with a western democratic system — no small task.

In developing this effort which has now cared for 100,000 children from 72 lands, Youth Aliya pioneered startling new techniques. Its threefold system of training and education, study, work and life in the group, has been emulated in experiments with young people in several countries, including such international bodies as the Fédération Internationale des Communautés D'Enfants, in whose councils Youth Aliya plays a prominent part and in whose organization the head of Youth Aliya, Mr. Moshe Kol, holds important office. At the same time it has pioneered new types of Youth Clubs throughout Israel for children who could only give part-time to training. Since then, it has evolved apprenticeship schemes, and is now the largest single agency dealing with post-elementary school children.

All this is a considerable, what might be called technical achievement in social welfare work. But it is much more than that. It blazes new beacones of hope for us in a world in which cruelty, naked power and the neglect of spiritual forces are prominent characteristics. Youth Aliya bears witness in such a world as to how the power of love, applied patiently and one might even say, relentlessly, to human problems soon proves to be a force which removes all obstacles and achieves results which could never have been predicted on rational grounds.

FOG IN EUROPE
LONDON (Reuter). — Fog blanketed parts of Europe on Saturday, and in France and West Germany most airports were closed.

Central London, bandits took advantage of the fog to carry out three big raids.

Report from Morocco (V)

By Maurice Carr

THE PRISONERS OF TANGIER

IN the early summer of 1957, several hundred Jewish families from different parts of Morocco found themselves stranded in Tangier, sleeping out in the streets and courtyards, their heads pillowled on bundles and suitcases.

They had sold their homes and set out to reach Israel by way of Gibraltar. But they got no further than the Mediterranean coast, where they were unexpectedly stopped by the Moroccan police and forbidden to leave the country.

Under pressure, the Moroccan Government had outlawed the Zionist-sponsored emigration of large groups of Jews, but had solemnly promised not to interfere with Jewish individuals or families who made their own arrangements for departure.

The Jews who were now streaming into Tangier had taken to the roads of their own accord. Certainly, if their exodus had been in any way organized, they would not have brought along so many aged and infirm people quite unfit for the difficult journey. Besides the lame, the maimed, the blind, the mentally defective, there were several women in the last stages of pregnancy. In Tangier, where they are still waiting for permission to proceed to Israel, some of these Jewish mothers have already twice been delivered of children.

Leadership Lacking

Because they lacked leadership, the Jews kept coming into Tangier, unaware of the ban which was to shatter their hopes and reduce them to the condition of isolated, penniless human beings and jetsam.

For a year and a half these men, women and children have been treated as if they were criminals. At first they were locked up in police stations, where they had their finger-prints taken, were interrogated and occasionally beaten up. For four days and nights they were given no food. Afterwards some of them were thrown into prison, others were interned in empty buildings.

When liberated some weeks later, they lived rough on the streets. The local Jewish communal leaders, who are kept busy distributing charity to half of the permanent Jewish population of 10,000, strongly urged the squatters to return to the towns and villages whence they had come; but the newcomers had no place to go, for they had given up their lodgings to Moslem neighbours, and they would as soon stay in Tangier with the sky for a roof over their heads as anywhere else.

They were a nuisance, an eyesore, and were put away partly in beach-tents, partly until the end of the summer vacation—in an Alliance Israélite school. Today, the more than 700 refugees still

have seen in many a day.

At the beginning of the play it seemed as if not only the audience was absorbed by Miss Meron's performance, but also her fellow actors were standing by and letting her have the stage to herself. After all Torvald Helmar had a point or two in his favour. True, he was a vain and selfish man, but he had built a career for himself. He adored his wife, and she had always accepted both his adoration and his authority without question. But she has been a real shock to him to find that he, too, had been living in a fool's paradise. Yosef Yadid is properly masterful, playful and wrathful in turn, but he does not win sympathy for the real hurt he must have felt as he watched his "little squirrel" turn into something of a vixen.

Aharon Ben Yosef is excellent as Dr. Rank, the friend of the family who is doomed by the sins of his father. Zalman Leviush plays the embittered Kronstad with hardly any effort from his hard and angry hurt. Batia Lancet does not seem quite real as Christine, Nora's opposite number, who is looking for her husband rather than for herself. Miriam Bernstein-Cohen, is warm and understanding in her brief appearance as the nurse who had raised Nora and must now take over her children. Janet Goldfarb is the maid.

The setting is completely in keeping with the mood and the period of the play. Altogether, this is a fine production.

IDAH VASHEM MEMORIAL HOUSING PROJECT



EH says that was a nice idea!

Theatre Notes

Enchanting Doll's House'

Theresa presents "A Doll's House" by Henrik Ibsen. Directed by Kurt Hirschfeld; Settings: Theo Otto.

If it was Kurt Hirschfeld, the guest director at the Chamber Theatre, who conceived the idea of bringing Hanna Meron back on the stage in Ibsen's "A Doll's House," then he must have been inspired. For a long time now, the Chamber has tried to breathe life into the works of one of the really great playwrights, but with the exception of Habimah's production of "Peer Gynt," the attempts have died a-borning. Now Mr. Hirschfeld has come from Switzerland to show us that the real thing can be done.

Meron Delightful

Hanna Meron is a delightful Nora. She is enchanting as the good and benevolent housewife. Her scene with Kronstad is disarmingly naive. She merely signed her dead father's name to a piece of paper in order to get money to save her husband's life. There could be nothing sordid or criminal in this. If the world remained as it was, Kronstad would consider himself obliged not to drive on the Sabbath, as a matter of courtesy and respect. It remains questionable whether observance of the Sabbath, not for love of the Law, but as a political quid pro quo, could be satisfied.

There was a time when "A Doll's House" used to be presented as an argument for "women's rights." Fortunately for the sake of the play, we have gone beyond that stage of development. We can now appreciate the intensely personal, human drama. The story of a child-like woman who enjoys the role of being the plaything of her adoring menfolk does not necessarily belong to any particular period or any particular land. Her manners and her dress might vary, but her reactions and mechanisms are essentially the same.

Nora, Helmar, in her happy, childlike way, is a good wife and a good mother until, suddenly, she is faced with a grim reality which she did not know existed. She has forged a note and received money from a man named Krostand, in order to save her husband from ruin, threatens to use the forged document as a means of getting rid of Torvald. Torvald, to terms. The outraged Torvald turns upon Nora and reviles her with all the invective in his vocabulary.

Israel Painters' and Sculptors' Association 9 Rehov Albarit, Tel Aviv Non-Members are kindly requested to submit their works for the 1958 GENERAL EXHIBITION between March 1 and 4, between 4 and 7 p.m.

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DISCRETION ASSURED

potent precedent in Moroccan jurisprudence.

Another 22 Jews have been in the Casbah goal of Tangier for the past six months, awaiting trial for allegedly being in possession of forged passports. They are ill-treated and many of them have fallen sick. I was told their womenfolk, who are permitted to see the prisoners for a few minutes once a week.

By resorting to unorthodox tactics, I was able to enter the normally impeneable quarters of the Jewish refugees of Tangier. Their mode of living is overwhelming, the atmosphere of poverty, the stark poverty was no worse, indeed somewhat better, than in the seelishas, the Moroccan ghettos. I asked these people how much longer they thought they could stand in the ordered life in the walled-in wilderness that might never lead to the Promised Land. They shrugged their shoulders, as if to say, "For the rest of our days, if need be," and then went on to explain cogently why they could not go back and would not abandon their dream of going forward.

Girls Postured

The inevitable answer was that they were no work to be had in Morocco. Many families, like the one of M. D. (Democratic Party of Independence), who contracted the oft-repeated declaration of love for the Jews, had come to the aid of their daughters, who had been persecuted by Moslem bigots. One 15-year-old girl had come alone to present her to the persistent advances of an anti-Semitic pimp. Her parents had kept her indoors for a whole year, then spirited her off to Tangier, in the hope that she would be safe and get to Israel. Famous as this city is as a centre of contraband, however, there is no smuggling carried on in the name of any Jew who represents a far more profitablemodity than cigarettes, or drugs, or watches.

All the refugee families here have relatives in Israel, sons, daughters, sisters, brothers whose photographs they proudly display and with whom they want to be reunited come what may. The bulk of their luggage is

already at Haifa—they forwarded it when winding up their homes.

There are parents anxious to go to the Holy Land, for they believe that their invalid children may be cured there. And there are grandparents who yearn to hobble into Jerusalem, not to live, but to die and be buried there.

These Jews know what they want, and it is a sign of their morale that none of them throughout the long months of confinement in Tangier has ever been up for theft or any misdeemeanour—other, of course, than sedition and treason. The couple blicker; the elders pray; the children study—some are at the top of their class in the Tangier schools for the brilliance of their pupils in many nations; and all without exception suffer, yet look forward with endless patience to a better future.

This is the fifth of a series of articles by our Paris Correspondent. The others appeared on January 26, February 4, 6, and



GOVERT FLINCK: Portrait of Menachem ben Israel
From the exhibition of 17th century Dutch masters at the Helena Rubinstein Pavilion of the Tel Aviv Museum.

Parliamentary Report

By Lea Ben Dor

Dilemma for the Orthodox

MR. SPRINZAK's shortcomings—after all, he was human—have been forgotten. The Knesset is becoming void that he has left, and the political squabbles there will go to Mapai as of right?

Abdut the Hebrews would

have been an excellent choice for many respects. The most important of these is that the former's name should first be mentioned in this connection by Herut. Not only will this be before he can be re-elected, but the difficulties will be before he can be re-elected, at least in the technical sense.

Mr. Moshe Sharett would have been a good choice for many respects. The most important of these is that the former's name should first be mentioned in this connection by Herut. Not only will this be before he can be re-elected, but the difficulties will be before he can be re-elected, at least in the technical sense.

CAREFUL observers say

that the current difficulties could have been avoided but for the foolishness of the part of Mapai. Once it was clear that Mr. Sharett was not to be persuaded, they should have come right out with the alternative proposal of Mr. Locker. Instead,

Mr. M. Namir, the Minister of Labour, went around for days quietly canvassing support for his suggestion that no Mapai Speaker should be elected, and Mrs. Eshkol

should be asked to take over as the senior Mapai Deputy Speaker. It proved that Mrs. Eshkol is too faithful and literal-minded a person to make a good speaker for any

factory for the truly believing. Can the orthodox permit the election of an irreligious Speaker just for the sake of politics? Not all political plums must necessarily go to Mapai as of right?

Abdut the Hebrews would be made contingent—perish the thought—or further concessions with regard to who is a Jew? The Religious bloc would not be pleased with this last moment in order not to lose their deciding position.

It sounds a little like the rich uncle who will not reveal the terms of his will in order to keep the young people dancing attendance on him.

PERHAPS, of course, Abdut the Hebrews will be persuaded to withdraw their candidate again in favour of Mr. Locker. It is definitely an embarrassment that the former's name should first be mentioned in this connection by Herut. Not only will this be before he can be re-elected, but the difficulties will be before he can be re-elected, at least in the technical sense.

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